



# Economical Growth: 10x w/ Enterprise Account-Based Sales Development

*Chris Pham*

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## **Economical Growth: 10x w/ Enterprise Account-Based Sales Development** Chris Pham

With Sales Development leading the way, MuleSoft crossed the \$100M revenue threshold in 2015 while doubling growth for *three consecutive years*. Chris Pham and team trail-blazed an Account-Based Sales Development (ABSD) model which moved the company from SMB small-ball to Enterprise elephant hunting. They did it quickly, predictably, and most of all, economically.


Learn how to execute:

- **The SDR Multiple:** Economically grow pipeline by 10x
- **The Tech Sales MBA:** Recruit a world-class Sales Development team
- **The Death of Inbound/Outbound:** Deploy and Coach ABSD with modern technology
- **Agile Professional Development:** Train, Manage and Motivate in the age of the Millennial

The maturation of Sales Development as a profession has a far reaching impact on selling across all industries. It also opens the door for Millennials - a group whose changing expectations on work fundamentally challenges traditional leadership. The SDR Multiple, Tech Sales MBA, Death of Inbound/Outbound, and Agile Professional Development are among other breakthrough concepts in **Economical Growth** that will challenge your strategy, selling methodology and leadership principles.

Join the movement to professionalize Sales Development with the principles, strategies and tactics in Chris Pham's **Economical Growth**.

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